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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/656,832	
	Filing Date	09/05/2003	
	First Named Inventor	RICHTER, Gary M. et al.	
	Art Unit	3634	
	Examiner Name	NOVOSAD, Jennifer Eleanore	
Total Number of Pages in This Submission	8	Attorney Docket Number	008800-0220

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Response and Amendment Return Receipt Postcard
<div>Remarks</div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	Godfrey & Kahn, S.C.		
Signature	<i>Antonia M. Holland</i>		
Printed name	Antonia M. Holland		
Date	08/25/2006	Reg. No.	53,840

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Applicant : RICHTER, Gary M. et al.  
Application Number : 10/656,832  
Filing Date : September 5, 2003  
Title : MERCHANDISING SYSTEM  
Attorney Docket No. : 008800-0220  
Examiner : NOVOSAD, Jennifer Eleanore  
Group Art Unit : 3634

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By: Ruth Ellen Genac

Name: Ruth Ellen Genac

**RESPONSE AND AMENDMENT**

In response to the Final Office Action of May 25, 2006, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.